

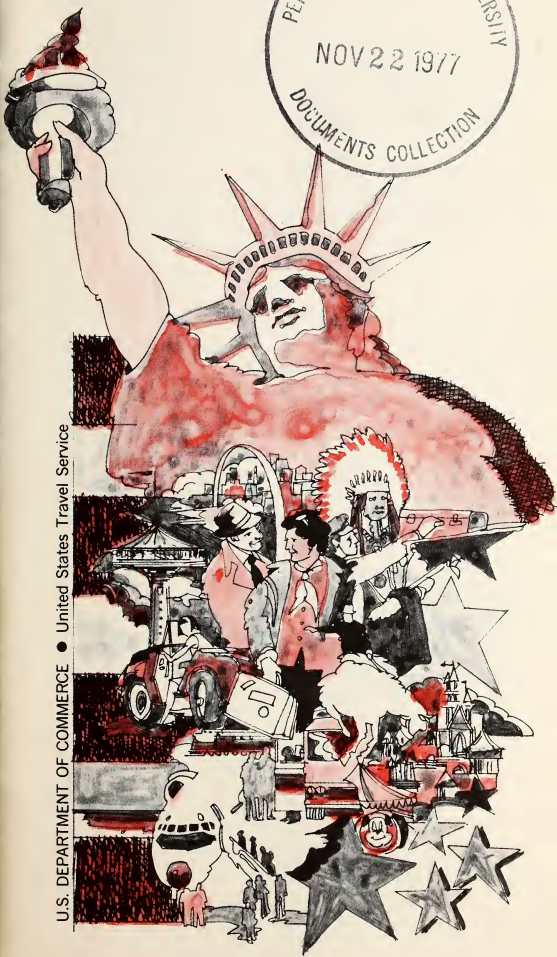
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# Publications & Materials

OF THE UNITED STATES TRAVEL SERVICE



U.S. DEPARTMENT OF COMMERCE • United States Travel Service



## USTS offices:

### MAIN OFFICE

United States Travel Service  
U.S. Department of Commerce  
Washington, D.C. 20230

### EUROPE

United States Travel Service  
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United States Travel Service  
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### CANADA

United States Travel Service  
P.O. Box 363  
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Toronto 111, Ontario, Canada M5K 1K7

### LATIN AMERICA

United States Travel Service  
American Embassy  
Reforma 305  
Mexico 5, D.F. Mexico

# Introduction

The following is a list of U.S. Travel Service/Sales Promotion publications. Some of the brochures, folders, and posters are designed for use abroad in promoting tourism to the United States; others are designed for promoting tourism by Americans within this country.

The materials are available to persons in the travel trade, organizations, industries, and members of the general public who are actively promoting travel to and within the United States or who are potential visitors to the U.S. from abroad.

The brochures, folders, and posters are available in English and in other languages as indicated by the following:

English	E
French	F
German	G
Spanish	S
Japanese	J

If materials are needed in the country where USTS has an office (The United Kingdom, France, Germany, Mexico, Japan and Canada), the order should be directed to that office. The number of copies available from each USTS office in each language will vary considerably. There are limited supplies of certain publications. When ordering, please include a description of the use to which the material will be put.

Some of the materials are available for both international and domestic promotion. These are asterisked. For domestic use they are available in English only.

# USTS Brochures, Folders and Booklets

USTS No.	TITLE
417	<p><b>USA TRAVEL INFORMATION</b> Basic information on U.S. accommodations, eating, currency, shopping, motor-ing, entertainment, etc., is given in this two-color 68-page booklet. E-F-G-S-J</p> <p><b>*20 TRAVEL PLANNING AREA GUIDES</b> Detailed information on attractions, events and tourist destinations is in-cluded on a key gateway city or cities; the destination information then expands to include the surrounding State or States. Street maps of major gateway cities are included, as well as a map of the region itself. E-F-G-S-J</p>
767	<p><b>*WASHINGTON, D.C./PHILADELPHIA and GEORGE WASHINGTON COUNTRY</b> Covers information on Washington, D.C. and Philadelphia such as shopping, din-ing, hotels, what to see and do, muse-ums, climate, city maps, plus informa-tion on major attractions in the States of Maryland, Pennsylvania, Virginia, and West Virginia.</p>
768	<p><b>*NEW YORK CITY/NEW YORK and NEW JERSEY</b> Covers information on New York City such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attrac-tions in New York State and New Jersey.</p>
769	<p><b>*BOSTON and NEW ENGLAND</b> Covers information on Boston such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island, and Vermont.</p>

- 770 \*MIAMI/MIAMI BEACH and FLORIDA  
Covers information on Miami/Miami Beach such as shopping, dining, hotels, entertainment, what to see and do, museums, climate, a city map, plus information on major attractions in the entire State of Florida.
- 771 \*CHICAGO/DETROIT and GREAT LAKES COUNTRY  
Covers information on Chicago and Detroit such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Illinois, Michigan, Ohio, Wisconsin, and Indiana.
- 772 \*ST. LOUIS/KANSAS CITY and MISSOURI, KANSAS and OKLAHOMA  
Covers information on St. Louis and Kansas City such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Missouri, Oklahoma, and Kansas.
- 773 \*HAWAII and THE U.S. ISLANDS OF THE PACIFIC  
Covers information on Honolulu such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions on all of the Hawaiian Islands plus Guam, American Samoa, and the Marianas and Carolines.
- 774 \*SAN FRANCISCO/NORTHERN CALIFORNIA and NORTHERN NEVADA  
Covers information on San Francisco such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in Northern California and Northern Nevada.
- 775 \*LOS ANGELES/LAS VEGAS and SOUTHERN CALIFORNIA and SOUTHERN NEVADA  
Covers information on Los Angeles and Las Vegas such as shopping, dining, ho-

tels, what to see and do, museums, climate, a city map, plus information on major attractions in Southern California and Southern Nevada.

776 \*ATLANTA and GEORGIA, NORTH and SOUTH CAROLINA

Covers information on Atlanta such as dining, shopping, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in the States of Georgia, North and South Carolina.

777 \*NEW ORLEANS and the SOUTH

Covers information on New Orleans such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in the States of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, and Tennessee.

778 \*MINNEAPOLIS/ST. PAUL and MINNESOTA, WISCONSIN, and IOWA

Covers information on Minneapolis/St. Paul such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Minnesota, Wisconsin, and Iowa.

779 \*TEXAS

Covers information on Dallas/Fort Worth, Houston, San Antonio, such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in the rest of the State of Texas.

780 \*ARIZONA and NEW MEXICO

Covers information on Phoenix such as shopping, dining, hotels, what to see and do, museums, climate, a city map, plus information on major attractions in Arizona and New Mexico.

781 \*DENVER/SALT LAKE CITY and UTAH and COLORADO

Covers information on Denver and Salt Lake City such as shopping, dining,

hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Utah and Colorado.

783 \*NEBRASKA/NORTH and SOUTH DAKOTA

Covers information on Omaha such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in the States of Nebraska, North Dakota, and South Dakota.

784 \*SEATTLE/PORTLAND, WASHINGTON, OREGON, and IDAHO

Covers information on Seattle and Portland such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Washington, Oregon, and Idaho.

785 \*ALASKA

Covers information on Anchorage and Fairbanks such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in the State of Alaska.

786 \*PUERTO RICO and THE VIRGIN ISLANDS

Covers information on San Juan such as shopping, dining, hotels, what to see and do, museums, climate, city maps, plus information on major attractions in Puerto Rico and the three U.S. Virgin Islands.

725 \*USA HOLIDAY PLANNER

Four-color, 52-page, 8" × 11" brochure featuring useful information on travel within the United States and a description of major attractions within each region of the United States by State. The brochure also features city maps and an overall map of the USA. E-F-G-S-J

751 PLANT VISITS FOR INTERNATIONAL VISITORS TO THE UNITED STATES

A one-color, 6" × 9", 153-page brochure featuring State listings of industries that welcome visitor tours. Available from Superintendent of Documents; U.S. Gov-

ernment Printing Office, Washington, D.C. 20402. English only.

104 THE GREAT OUTDOORS

A 64-page, two-color folder listing specific travel information and activities available in all of the national parks and some lesser used parks, with photos, park maps, and a general USA map showing all of the national parks. E-F-G-S-J

728 \*USA MAP

Road map of the USA with a listing of national parks and monuments in each State and a key to the type of facilities in each, as well as a transcontinental mileage chart. English only.

757 TRAVEL AGENTS USA  
TRANSPORTATION GUIDE

A two-color, 98-page comprehensive brochure of airline service within the USA, including city pairs, airport terminal facilities, baggage regulations, ticketing procedures, etc; motor coach service within the USA featuring information about coach travel; car rental services within the USA, including a mileage map of the United States; and similar information on railroad service in U.S. English only.

763 SHOPPING IN THE UNITED STATES—  
A TRAVELER'S GUIDE

A two-color, 64-page comprehensive brochure on shopping in the United States. Part one deals with general information on shopping such as size conversion charts, tips on sales, the different categories of stores, etc. Part two deals with specific information on shopping and key stores and shopping areas in 21 major gateway cities. E-F-G-S-J

754 \*DIRECTORY OF UNITED STATES SHOWS  
AND EXPOSITIONS

A one-color, 80-page brochure, published yearly, listing major conventions, trade shows, and exhibitions held in the US. A brief description of the event, meeting



dates, and association addresses are given.

752 \*FESTIVAL USA

A yearly publication listing major annual festivals held in the United States with descriptions of the events, contacts, dates and places they occur, plus a listing of major sporting events. E-F-S

750 CONVENTIONS USA

A 156-page, four-color brochure featuring general destination information as well as specific hotel facility information on 88 cities or areas in the US that can host international conventions or meetings. English only.

755 \*INCENTIVE TRAVEL

A four-color brochure describing incentive travel promotions and their benefits to companies. English only.

\*DRAFT ENVIRONMENTAL IMPACT STATEMENT (DEIS)

A draft statement or "discussion papers" dated October 1976, leading to a Final Environmental Impact Statement (FEIS) on the proposed First Category International Exposition in the Los Angeles region in 1981. English only.

\*FINAL ENVIRONMENTAL IMPACT STATEMENT (FEIS)

An impact statement on the proposed Knoxville International Energy Exposition in 1982, a Special Category World's Fair. English only.

VISIT USA OUTLETS ABROAD, 1976

A one-color, 26-page listing of retail travel and tour producers in 64 foreign countries who actively promote travel to the USA. English only.

\*TRAVELER'S GUIDE TO INFORMATION SOURCES

A one-color 40-page brochure featuring the names, addresses, and telephone numbers of State tourism officials, city tourism officials, national park service information centers, highway welcome

stations, and other travel information sources. English only.

**\*STATE AND TERRITORIAL TOURISM OFFICIALS**

A 4"×9" brochure listing State and territorial tourism offices by address and telephone number. English only.

**\*ACTION GUIDE SERVING THE INTERNATIONAL VISITOR**

A comprehensive two-color brochure delineating Federal, State and private programs to assist foreign visitors during their stays in the United States. English

**\*TRAVELER'S GUIDE TO SPECIAL ATTRACTIONS (December 1976)**

A package of 10 brochures, each of which outlines U.S. travel attractions and events related to a common vacation theme. Brochures include such information as location, dates of festivals or events, and hours and season of operation. Some of the themes are self-explanatory. English only.

1. **\*TRAVELER'S GUIDE TO AMERICAN CULTURE**—features centers for the performing arts.
2. **\*TRAVELER'S GUIDE TO AMERICAN INDIAN POW WOWS AND FESTIVALS.**
3. **\*TRAVELER'S GUIDE TO AMERICAN INDUSTRY TOURS AND VISITS.**
4. **\*TRAVELER'S GUIDE TO SKYSCRAPERS**
5. **\*TRAVELER'S GUIDE TO UNDERWATER RECREATION**—features snorkeling, aquatic parks.
6. **\*TRAVELER'S GUIDE TO AUTOMOBILE MUSEUMS**
7. **\*TRAVELER'S GUIDE TO OCEANARIUMS**
8. **\*TRAVELER'S GUIDE TO WINTER RESORTS**—primarily Alpine ski areas.
9. **\*TRAVELER'S GUIDE TO HEALTH RESORTS**—features hot springs and mineral wells as well as health resorts.
10. **\*TRAVELER'S GUIDE TO THE SUPERNATURAL**—features haunted houses, legendary ghost, etc.

**\*CONSUMERS GUIDE TO TRAVEL INFORMATION**  
A series of nine educational brochures on "how to" travel tips, directed to Americans traveling within the United States. Each guide includes specific travel tips, but also refers readers to additional sources of information on the subject.

- D-1 **TIPS FOR AN ENERGY-WISE VACATION—**  
Discusses auto travel, preplanning, and alternate modes of mass transportation used in conjunction with auto travel.
- D-2 **GETTING THE BEST VALUE FOR YOUR VACATION DOLLAR—**Helpful hints on traveling budget-wise including accommodations, eating, travel bargains offered by the industry, etc.
- D-3 **HOW TO GET AN AIR FARE DEAL—**Explains the different kinds of scheduled air fares as well as the different types of tours available.
- D-4 **HELPFUL HINTS FOR THE OLDER TRAVELER—**Explains special fares and rates available to the older traveler, as well as associations and organizations that specialize in travel for older persons.
- D-5 **TRAVELERS GUIDE TO INFORMATION SOURCES—**A list of State Tourism Offices and toll-free numbers; a list of Information Offices for the Federal Parks System; helpful hints on finding information sources for chain hotels; and a variety of free information sources for travel information.
- D-6 **TRAVELING WITH PETS—**Tips on how to travel with pets in the auto, on airplanes and trains—rules and regulations as well as good sense tips.
- D-7 **THE BENEFITS OF USING A TRAVEL AGENT—**Explains how to use a travel agent and what a travel agent can do for you.
- D-8 **TRAVEL TIPS FOR THE HANDICAPPED—**Information on travel for the handicapped using mass transportation as well as rental cars, etc.
- D-9 **YOUR RIGHTS AND RESPONSIBILITIES—KNOW BEFORE YOU GO—**A handy guide explaining your rights if something should go wrong during the course of your travels.

**\*TWENTY-FIRST PROGRAM REPORT OF THE UNITED STATES TRAVEL SERVICE**

A 44-page two-color brochure which explains the policy, programs and budget of the United States Travel Service for calendar year 1976. This annual report is submitted to the President by the Secretary of Commerce.

**\*TRAVEL USA—FACTS ABOUT TRAVEL AND TOURISM IN THE UNITED STATES**

A four-panel flyer explaining tourism's importance to the U.S. economy, and the role of the United States Travel Service in promoting foreign and domestic tourism.

The following posters are 40" × 25" in size. All posters show four-color photographs, except where otherwise indicated, and the only copy is "USA"

<b>USTS No.</b>	<b>TITLE</b>
308	WORDS POSTER Typical words used in the United States such as hot dog, cola, supermarket.
310	COWBOY A silhouette of two cowboys on day-glo-red background.
743	DISNEYLAND/DISNEYWORLD POSTER A picture of two small boys and Mickey Mouse and Goofy in front of the Fantasyland Castle.
736	SOUTH POSTER A picture of a lovely antebellum plantation and young girl.
738	CHUCKWAGON POSTER A picture of western chuckwagon and people eating around a campfire.
747	CALIFORNIA POSTER A montage of five four-color photos of California destinations.

- 748 NEW YORK POSTER  
A dramatic picture of the New York skyline.
- 744 GRAND CANYON POSTER  
A picture of people hiking down a trail in the Grand Canyon.
- 759 NEW ORLEANS POSTER  
A picture of a member of the Olympia marching band with a black graphic line drawing of New Orleans in the background.
- 788 GRAND CANYON POSTER  
A beautiful shot of the Grand Canyon—this poster also comes in 50" × 40" size.
- 790 SAN FRANCISCO POSTER  
A lovely shot of people walking along the beach with the Golden Gate Bridge prominently in the background.
- 789 NEW YORK CITY POSTER  
A poster of the Skyline of lower Manhattan as seen from the ferry.
- 787 NEON CITY POSTER  
A colorful graphic poster of the names of eight gateway cities spelled with graphic designs.
- 791 FLORIDA POSTER  
A poster of lovely blonde on the beach in Miami Beach with the white multi-story hotels in the background.
- 792 HAWAII POSTER  
A poster of Waikiki Beach, Diamond Head in the background, and the lawn of the Sheraton Hotel filled with guests in colorful muu-muus and aloha shirts.
- \*SEE MORE OF AMERICA POSTER  
A 25" × 40" four-color poster of a family peering under a gigantic U.S. flag with rolling hills in background.

The United States Travel Service's Research and Analysis Division has the responsibility to provide the statistical, marketing, and economic data necessary to effectively plan and evaluate the policies and programs of the United States Travel Service for the purpose of increasing the United States' share of international and domestic travel markets.

The more specific objectives of the Division are:

- To analyze and describe all dimensions of both the international and domestic travel markets
- To make recommendations on the effective allocations of USTS resources by such activities as: (1) identifying those markets possessing high potential for tourism to the U.S.; (2) recommending viable alternate marketing programs based on researched market needs; and (3) measuring the degree to which USTS marketing programs achieved their goals.
- To improve the reliability, comparability, and comprehensiveness of tourism data

The Office works toward these objectives in three ways:

1. Through the collection, extraction, and interpretive analysis of existing Government forms and published data, the Office can identify and describe the international travel market, the position of the U.S. relative to this market, and isolate those countries and market segments within them which offer the greatest potential for travel to the U.S.
2. Through primary market research studies, information is obtained on demographic, attitudinal, and trip characteristics of travelers to the U.S. and competitive destinations. These studies form the basis for the creation and implementation of country marketing plans and related programs of USTS.
3. Through evaluation research, the effectiveness of USTS programs and activities are assessed in terms of impact in the marketplace and degree to which their stated goals and objectives were met.

The following are publications prepared by this office:

# Basic Data

## (1) HIGHLIGHTS — INTERNATIONAL AND DOMESTIC TOURISM 1976

This pamphlet contains statistics and information on the 1976 Market Overview with Preliminary Estimates, International Travel to the U.S., 1976, International Market Data for 1976 including statistics on arrivals, receipts, departures, expenditures, and other key facts. Also, included are 1976 statistics on Economic Relationships between International Travel and Trade in the U.S. Balance of Payments, Domestic Tourism Market Highlights, Domestic Travel Information and Relationship of the U.S. Travel Industry Receipts to the National Economy. (This pamphlet is available free upon request from the U.S. Department of Commerce, U.S. Travel Service, Research & Analysis Division, Washington, D.C. 20230)

## (2) SUMMARY AND ANALYSIS OF INTERNATIONAL TRAVEL TO THE UNITED STATES (Monthly)

This report includes statistics on visitor arrivals to the U.S. and a market analysis of international travel by residents of foreign countries. In addition, data concerning international travel by U.S. citizens and tourism receipts and expenditures are presented on a quarterly basis. The report is based on secondary data sources and an analysis of Government Entry Forms I-94. (Monthly reports and yearly reports are available from January 1974. These reports are free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

## (3) THE PATTERNS OF FOREIGN TRAVEL IN THE U.S. (Annual)

This report provides a detailed analysis of foreign visitor U.S. destination patterns, with visitor profile data tailored and published for each of the nine U.S. tourist regions and 15 major tourist cities. These

analyses are based on a random sampling of the Government Entry Form I-94 and provides profile information concerning port-of-entry, point of contact in the U.S., port-of-departure, length of stay, age, mode of transport and flag of carrier.

The following brochures on the *Patterns of Foreign Travel in the U.S.* may be obtained free of charge from the U.S. Department of Commerce, United States Travel Service, Research and Analysis Division, Washington, D.C. 20230:

#### OVERSEAS REGIONS

Total Overseas

Europe

#### COUNTRIES

Australia

Brazil

France

Germany

Italy

Japan

Mexico

Netherlands

New Zealand

United Kingdom

Venezuela

#### CITIES

Agana, Guam

Boston

Chicago

Detroit

Honolulu

Houston

Los Angeles

Miami

New Orleans

New York City

Philadelphia

San Antonio

San Francisco

Seattle

Washington, D.C.



## SPECIAL

Age and Length of Stay

U.S. Flag Air Carriers

Statistical Highlights: 1973

Statistical Highlights: 1974

Statistical Highlights: 1975

Statistical Highlights: 1973-1975

Summary

## (4) ARRIVALS AND DEPARTURES BY SELECTED PORTS (Annual and Semiannual)—1974/1975

This report provides an analysis of selected characteristics of foreign visitor arrivals and U.S. citizen departures. Foreign visitor arrival data is based on the Government Entry Form I-94 and U.S. citizen departure data is based on the I-92 Form (Aircraft/Vessel Report). This report was prepared annually from 1969 through 1972. Beginning in 1973, this report was prepared semi-annually to meet travel industry requests for seasonal information.

These reports have two sections. *Section A* documents foreign visitor arrivals by country of residence, purpose of trip, mode of travel, and port of entry for 32 selected ports. *Section B* provides data regarding U.S. citizen departures by country of debarkation, mode of travel, port of departure, and flag of carrier for 26 selected ports. (Data on Canadian travel to the U.S. are not included in these reports, as Canadians are not required to complete an I-94 Form prior to entering the U.S.) Annual reports available from 1969 and semiannual reports are available from 1973.

(Available free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

## (5) FOREIGN VISITOR ARRIVALS BY SELECTED PORTS (Annual and Semiannual)—1976

This report provides an analysis of foreign visitor arrivals by major U.S. port-of-entry based on the I-94 U.S. Government non-immigrant entry form. This report is new this year and has been prepared both semian-

nually and annually to meet travel industry requests for more seasonal information. Data on Canadian travel to the U.S. are not included in these reports as Canadians are not required to complete the Form I-94. (Available free upon request from U.S. Department of Commerce, U.S. Travel Service, Research & Analysis Division, Washington, D.C. 20230)

- (6) ANNUAL SUMMARY OF INTERNATIONAL TRAVELERS TO THE U.S. (Annual through 1975.) This publication includes statistical data on foreign visitor arrivals in the U.S. by month and cumulative-to-date figures, country of last permanent residence, and purpose of visit. (This report—first edition 1973—is available free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

- (7) FOREIGN VISITOR ARRIVALS: 1966-1976 (Annual)

This two-page leaflet contains an 11-year history of travel to the U.S. by country of permanent residence for 1966 to 1976. It also provides the percent change in the number of visitors for each year during the 11-year period. (This leaflet is available free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

## **Market Research Studies**

- (8) A STUDY OF MEXICAN TRAVEL HABITS AND PATTERNS, March 1971

This report analyzes the findings of a national probability sample of 4,000 Mexican residents with respect to their travel patterns in general, and specifically with respect to the United States; attitudes towards and images of the United States as a travel

destination; and demographic and trip characteristics.

(Copies of this study may be obtained from the National Technical Information Service, Springfield, Virginia 22161. \$3.00)

(9) A STUDY OF MEXICAN TRAVEL HABITS AND PATTERNS, Volume 1, May 1975

This report is based on an exploratory study assimilating secondary data and information received from informal interviews with 50 individuals representing the Mexican travel industry. The report provides information on: (1) the structure and travel patterns of the Mexican foreign travel market; (2) the various traveling segments within the market; (3) the role of the carriers and the producing industry, and (4) specific data on the United States as a travel destination.

(Copies of this report are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.00)

(10) A STUDY OF MEXICAN TRAVEL HABITS AND PATTERNS, Volume 2, November 1975

This report provides data on the results of a national sampling survey among Mexican travelers, indicating their travel patterns, attitudes toward the U.S. as a travel destination, and demographic and trip characteristics. This is the second such study undertaken by USTS—a similar study was conducted in the fall of 1970. The 1974 survey differs from the earlier study in two important respects: the southern area of the country is included in the most recent study, as are Mexicans between the ages of 18 and 20.

(Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.80)

(11) A STUDY OF BRITISH TRAVEL HABITS AND PATTERNS, November 1971

This report is based on an exploratory study assimilating secondary data and informa-

tion received from personal interviews with 42 individuals representing 38 organizations of the British travel trade. The report provides information on: (1) the structure and travel patterns of the British foreign travel market; (2) the various traveling segments within the market; (3) the role of the carriers and the producing industry; and (4) specific data on the U.S. as a travel destination.

(Copies of this publication may be obtained from the National Technical Information Service, Springfield, Virginia 22161. \$3.00)

- (12) A STUDY OF JAPANESE TRAVEL HABITS AND PATTERNS, Volume 1, October 1972  
This report, the first phase of a comprehensive study investigating the Japanese travel market, is based on extensive in-depth interviews during June 1972 with 34 individuals representing 26 companies and organizations involved in travel in Japan.

The report provides information on: (1) social expenditure patterns, the geographic source structure of the market, and the relative potential for the future; (2) the structure of the sales function in the travel industry, as between wholesalers and retailers of travel; (3) the role and contribution of the carriers; (4) the effects of dollar devaluation; (5) patterns of destinations and the competition perceived to exist among them; and (6) resumé of existing studies in the field.

(Copies of this publication may be obtained free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

- (13) A STUDY OF JAPANESE TRAVEL HABITS AND PATTERNS, Volume 2, September 1974  
This report, the second phase of a comprehensive study investigating the Japanese travel market, focuses primarily on international travel, although a small number of domestic travelers were interviewed in order to assess their attitudes toward international

travel and toward various international travel destinations. The findings are presented in two stages. The first stage consisted of 16,644 interviews designed to locate international travelers and to determine their incidence in various segments of the population. The second consisted of 1,865 detailed interviews with travelers of different types. The first stage of the interviewing was completed in the fall of 1972. The second stage began in late 1972 and was completed in February 1973.

(Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.75)

(14) A STUDY OF GERMAN TRAVEL HABITS AND PATTERNS, Volume 1, August 1973

This report is based on results of an exploratory study compiling secondary data and information gained through personal interviews with some 40 major producers of mass, group, and individual travel; retailers and airlines; specialized travel publications; central and private bank sources; as well as the holding company controlling Germany's largest corporate grouping of tourism-producing and retailing companies.

The report provides information on: (1) the structure and travel patterns of the German foreign travel market; (2) the various traveling segments within the market; (3) the role of the carriers and the producing industry; and (4) specific data on the United States as a travel destination.

(Copies of this study may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.00)

(15) A STUDY OF GERMAN TRAVEL HABITS AND PATTERNS, Volume 2, March 1975

This study provides data on the characteristics of trips to the United States as well as general attitudes and preferences for international travel.

The findings presented in this report were obtained from personal interviews in two stages. The first stage consisted of 38,488 interviews designed to locate international travelers and to determine their incidence in various segments of the population. The second involved 1,402 detailed interviews with travelers of two different types. A total of 701 interviews was accomplished with "intercontinental" travelers; the same number of interviews was conducted among "continental" travelers.

(Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.40)

(16) A STUDY OF FRENCH TRAVEL HABITS AND PATTERNS, Volume 1, August 1974

This study explores the basic French market through a survey of the travel trade and through an assimilation of existing studies available to USTS on the French travel market.

The main thrust of the study was to discern: (1) the character and direction of the developing mass or organized tourism industry structure; (2) public receptivity to mass travel, and (3) developing patterns of large scale long-haul tourism and its implications for the United States travel market.

(Copies of this report may be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.10)

(17) A STUDY OF FRENCH TRAVEL HABITS AND PATTERNS, Volume 2, June 1975

This report explores the French travel market through a survey of relevant travel segments in the population.

The objective of the study was to determine the size and overall characteristics of the relevant travel segments in the French population to obtain information on their travel including previous travel abroad, expenditures on holidays, and images of countries. The study began in July 1973 with national

random-sample interviewing designed to represent the population of France aged 18 years or older.

(Copies of this study may be obtained free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

(18) **VACATION TRAVEL BY CANADIANS IN THE U.S. IN 1976**

This survey represents the eleventh in a series of annual studies describing Canadian holidays, vacation trips, and habits and characteristics of the travelers. The study incorporates some of the results from all prior studies to facilitate trend analysis during the 1966–1976 period. This survey is based on a national probability sample involving over 10,000 personal interviews with individuals aged 18 years and over. The 10-volume survey provides information on Canadian travel to: The U.S.—Volume 1; New England—Volume 2; Eastern Gateway—Volume 3; George Washington Country—Volume 4; The South—Volume 5; Great Lakes Country—Volume 6; Old West—Volume 7; Frontier West—Volume 8; Mountain West—Volume 9; and The Islands—Volume 10.

A similar study is available for 1975.

(Copies of this 10-volume study, along with highlights are available free from the U.S. Department of Commerce, United States Travel Service; Research & Analysis Division, Washington, D.C. 20230.)

(19) **MARKET ANALYSIS: BRAZIL, January 1976**

This study provides the findings of a survey conducted among residents of Brazil during the spring of 1975 to determine: (1) the nature and characteristics of international travel from Brazil; (2) travel attitudes, preferences, and patterns of Brazilian international travelers.

A three-stage area cluster probability sample was used to randomly select adults 18 years of age and over residing in Rio de Janeiro and Sao Paulo.

(Copies of this report may be obtained free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)

(20) THE MARKET FOR INTERNATIONAL CONGRESSES, March 1975

This study was designed to determine the present and prospective size and economic impact of the international congress and convention markets. The analysis also includes an examination of the facilities and services provided and required, as well as the procedures and practices for selecting conventions.

An extensive series of analytical interviews was conducted throughout the world in the course of the study. Considerable secondary material was also collected and analyzed. Over 200 interviews were conducted involving a broad range of organizations, administrations, and individual experts in Europe, North America, and the Far East.

The congresses included were non-governmental events with recognized serious purposes, and international in scope by virtue of their attendance, location, or both.

(Copies of the full reports are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. \$1.90)

(21) TOURISM MARKET SURVEYS

USTS is currently conducting major comprehensive market research studies, utilizing personal, in-house interview survey techniques, in the following countries: Mexico, Japan, U.K., Germany, France, Australia, Venezuela, Italy, Netherlands, Sweden, and Belgium. These studies are designed to investigate the international travel market for residents of these countries, including demographic characteristics, travel and trip patterns, trip expenditure patterns, consumer sources and usages of information, the U.S. travel image and competitive posi-



tioning, trip activities, motivational/psychographic characteristics, and the effects of the U.S. Bicentennial on travel planning. The findings of these 11 surveys will be available in the December 1977.

(22) ANALYSIS OF TRAVEL DEFINITIONS, TERMINOLOGY, AND RESEARCH NEEDS AMONG STATES AND CITIES

This paper was compiled as a result of a survey conducted by the U.S. Travel Service to solicit comments from 56 States and territories and 130 cities (City governments, Convention & Visitors Bureaus, and Chamber of Commerce), in an effort to determine if preferences for definitions exist among representatives of the public sector of the tourism industry, as well as their priorities for research information with the various travel segments.

(Available free upon request from U.S. Department of Commerce, U.S. Travel Service, Research & Analysis Division, Washington, D.C. 20230)

## Market Research Analyses

In addition to our market research studies, the following lists major market research included in our monthly publication, *Summary and Analysis of International Travel to the U.S.*

### *Monthly Issue*

- |   |               |
|---|---------------|
| (23) Highlights of a Study of Mexican Travel Habits and Patterns, Volumes 1 and 2 | January 1975  |
| (24) Highlights of the Market for International Congresses                        | February 1975 |
| (25) Foreign Visitor Arrivals in the U.S. by Destination                          | March 1975    |

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| (26) | Review of the Market<br>for the U.K., Germany,<br>and France             | April 1975   |
| (27) | Review of the Market<br>for Japan, Mexico, and<br>Canada                 | May 1975, June<br>1975, and July<br>1975, respectively |
| (28) | Tourism and the U.S.<br>Balance of Payments                              | November 1975  |
| (29) | 1976 International<br>Travel Outlook                                     | October 1975   |
| (30) | International Tourism<br>During 1975                                     | Calendar Year<br>1975                                  |
| (31) | Japanese International<br>Travel Market in 1975                          | January 1976   |
| (32) | Australian International<br>Travel Market in 1975                        | February 1976  |
| (33) | Travel Market Profiles<br>of Selected Countries                          | March 1976   |
| (34) | Highlights of the 1975<br>Canadian Vacation<br>Study                     | April 1976   |
| (35) | Evaluation of the<br>ABTA/Miami Beach<br>Convention                      | May 1976   |
| (36) | International Tourism<br>and the U.S. Balance<br>of Payments             | June 1976  |
| (37) | European Travel to the<br>U.S., Current Analysis<br>and Forecast to 1980 | October 1976   |
| (38) | Forecast of Interna-<br>tional Travel to and<br>from the U.S. in 1977    | November 1976  |

(Copies of these reports will be available free upon request from the U.S. Department of Commerce, United States Travel Service, Research & Analysis Division, Washington, D.C. 20230.)



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